

January 20, 2025

To Whom it May Concern:

Thank you for taking your time to read this letter. In my professional life, I've handled numerous and simultaneous responsibilities, exceeding expectations time and again. Managing a book of business that hovers around \$10M in annual recurring revenue, I continue to find industrious ways to balance and address varying customer personalities, needs, initiatives, directives, and priorities to ensure success for both my global customer base and employer.

I've learned and proven to be adaptable. Persistent. Energetic. Coachable. Dependable. Engaging. Bold. My workstyle is detailed, strategic, and proactive. Over the years I've found and cultivated my creative gene, leading me to take more adventurous side-projects to accelerate the way my team gets work done. Three years ago I launched my own sports blog; just because I had a passion and a gift. It only took two months for me to get recognized by a local publication and brought on as a part-time contractor.

Ask my friends, family, and coworkers, and they'll all admit that even though I have a stubborn side, I live with an open mind and listening ear. Operating with a person-first and servant-leader mindset is far more important to me than my own opinions. Yes, I do have strong opinions on topics that I find significant; however, they will be objectively founded on thorough thought and analysis instead of emotion.

It is of the utmost importance to me to hear, appreciate, and understand others before being understood myself. Thus, I am always asking questions. Always. I am inquisitive so as to learn and improve my own understanding, but also just because I'm curious. People are interesting and their interests matter to me.

"This is Will Goodwin and he gets sh** done" was how a top executive at PTC once introduced me to his team. I wasn't in his organization or under his reporting structure. He simply noticed the great work I did and how it positively influenced his team. I have been so wildly successful at finding a way to execute efficiently and solve problems that I have been asked on multiple occasions to take leadership roles on organization- and company-wide initiatives. I have been asked to give cross-functional presentations to sizable groups of colleagues and partners. When leaders see my work, describe tactical strategies, and hear me tell stories, they want me to take the reins. My trustworthiness, calm under pressure, and magnanimity landed me a management position at just 25, making me one of the youngest people managers – if not the youngest – in a company of over 6,000 employees.

I know that I can positively impact your business if given the chance. It would be my honor to be afforded the opportunity to prove that to you.

Gratefully,

Will Goodwin

William David Goodwin

Greater Minneapolis, MN 55014 • (218) 546-3083 • willgoodwin2@gmail.com

EDUCATION:

University of St. Thomas '18, Saint Paul, MN

GPA: 3.97 (Summa Cum Laude)

Bachelor of Science in Business Economics; Minors in Catholic Studies and Psychology

2017 – 2018 David Renelt Award Recipient:

Given to economics department senior with high intellectual curiosity, ethical principles, spiritual devotion, and displays congeniality.

RELEVANT EXPERIENCE:

Customer Success Manager, PTC

April 2019 - Present

- Protects and grows ARR by driving effective adoption, renewal, and expansion for a \$8.1M portfolio of customers
- Acts as a trusted advisor by prioritizing customer KPIs and liaising with PTC product teams to improve customer experience
- Manages solution- and strategy-focused projects to help customers uncover value for their organizations
- Navigates the PTC Ecosystem to form relationships within Customer Success, sales, product management, and services
- Mentors and coaches CSMs on best practices, standard processes, and internal tools such as Knowledge Management
- Is relied on as a Subject Matter Expert for various best practices and improvements within the CSM organization
- Helps identify and implement process improvements and objectives to improve customer retention
- Helped develop direct reports by providing timely feedback and coaching, conducting formal performance reviews, and assisting employees with creating development plans.

Staff Writer, VikingsTerritory.com & PurplePTSD.com

May 2022 - Present

- Writes detailed, opinionated, data-driven stories for the leading independent Minnesota Vikings News Source
- Published the site's [3rd-most read article](#) of 2022, and 5th-most all-time, with 92,000 views
- Co-hosts the weekly [Load the Box podcast](#), dissecting Vikings news and opponents with analysis, insight, and humor
- Collaborates with Vikings Territory staff to ensure key storylines are covered on a daily basis
- Utilizes thorough statistical, historical, and contextual analysis to bring creative nuance to stories

Middle-School Basketball Coach, St. Stephen's Catholic School, Anoka

November 2018 - January 2019

- Collaborated with head coach to develop structure and strategies for practices and games to achieve team goals
- Earned players' trust by living out a person-first mentality while executing an innovative basketball approach
- Explained complex basketball strategy to young players to optimize individual and collective growth and development

Operations Support Analyst, Contract, StayWell

June 2018 - January 2019

- Served as internal liaison to ensure diverse client needs were communicated across departments and met in a timely manner
- Created customized Microsoft Excel reports for multiple large-scale and Fortune 500 companies
- Trained individuals on vital company practices through use of video conferencing and creation of training materials

Consultant/Project Manager; Sustainable Communities Partnership, University of St. Thomas

2016 and 2018

- Created optimal solutions for cities of Elk River and Delano regarding their environmental and economic standards
 - Advised PLACE, a sustainable and affordable housing organization, on attaining creative and cost-effective solutions
 - Presented project findings to City of Delano City Council and PLACE executive director
-

SKILLS:

- Precision
 - Curiosity
 - Active Listening
 - Persistence
 - Objectivity
 - Organization
 - Analysis
 - Proactivity & Follow-through
-

VOLUNTEER EXPERIENCE:

- Homeless Outreach (2017-2018, present)
- Service and Immersion Trip Leader (2016-2017)
- UST Men's Basketball Team Manager (2015-2016)
- Children's Hospitals (2015 - 2016)

PERSONAL INTERESTS:

- Boxing
- The Rocky Mountains
- Historical Fiction
- Waterskiing